

NEW ABSTRACT

A method including displaying elements of an interactive content on a screen intended to display data transmitted in a digital television format including subtitles, using a command interface with inputs. The elements of the interactive content include interactive subtitles, an interactive subtitle being associated with a link table indicating at least one correspondence between an input of the command interface and another subtitle. A subtitle based on an interactive subtitle is displayed by activating the input of the command interface corresponding to this subtitle.